Rio 2016 Olympic Games
Brand Manual

Version 1 | December 2010

This manual is a living work tool. It's a source of guidance and inspiration, created to be updated over time and evolve together with the development of the brand and its visual identity.

This is the first version. New versions will be published to meet the needs as they emerge, ensuring that the brand of the Rio 2016 Olympic Games is always fresh and renewed.

WELCOME,

You are now part of the Passion and Transformation that move the Rio 2016 Olympic Games brand. A brand created each day, in each interaction with the public, developed by a large team of people.

The next few pages contain all the essential information to thoroughly understand the brand, its essence and concepts, as well as a series of guidelines that will ensure its correct use.

The use of official artwork in the reproduction of the brand's signatures is essential to guarantee the integrity and power of the Rio 2016 Olympic Games brand and make sure it's consistent, unique and memorable.

Any item that contains the brand must be submitted for approval to the International Olympic Committee and also the Rio 2016 Organizing Committee for the Olympic Games via email **branding@rio2016.com**

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1 | The Universe Of The Brand

1.1 PRESENTATION

More than a form, more than a font and the colors that compose its material expression, a brand needs to have a soul. A combination of values and beliefs that give the brand a more human dimension, drawing people in and creating a connection.

This chapter contains the conceptual framework that gave birth to the Rio 2016 Olympic Games brand. The starting point that concretized the essence of Rio de Janeiro and the Olympic Spirit in a strong and simultaneously inspiring and purposeful brand with a personality.

In addition to the principles and inspiration that guided the creative process, the following content also includes the Essence, the Communication Pillars and the Attributes of the Rio 2016 Olympic Games brand, as well as the BranDirection® — a tool that will guide all those who work with the brand, ensuring all its actions are aligned.

1.2. INSPIRATION AND CONCEPTS

Rio 2016 is brand born with a huge challenge: to represent the Passion and Transformation of a city and an entire country and project these to the rest of the world.

A brand that needs to express unity, inspire achievement and optimism.

Synthesize the Carioca way of life and project the Rio de Janeiro of the future.

A living vibrant mirror of the city that expresses our diversity and joy, embracing the entire world.

The inspiration and concepts that guided the creation of the brand originated from a simple, yet powerful idea: what distinguishes our city and makes the Olympic Games a truly grand event are the people, their nature, their feelings and aspirations. That's why the Rio 2016 Olympic Games brand is truly human.

We were born from a mix of ethnicities. We welcome all ethnicities, faiths and generations in a warm embrace. We share our sky, our ocean and our happiness with the world.

This human warmth, which is part of the Carioca nature and the Olympic spirit, is shaped by the exuberant nature of a city that inspires us to live passionately and carefree, with a love of sharing and meeting other people.

The beauty of our landscape is reflected in the brand and its color palette.

Yellow symbolizes the sun and our warm, vivacious and happy nature. Blue expresses the fluidity of the water that surrounds us, and our easygoing way of life. Green represents our forests and hope, a positive vision that inspires us to go even further.

Together, different countries, athletes and peoples embrace in an individual and collective motion that reveals one of our city's landmarks: a vibrant Sugarloaf, pulsating with joy, unity, celebration and friendship.

This landmark comes to life and gains a three-dimensional perspective, with volume and cut-outs. Contours that create the topography of the city in our imagination. A brand-sculpture, infinite, that may acquire texture, take shape, become an object to be experienced.

The expressive graphic wordmark with interconnected fluid letters reinforces the desire for unity and the inviting human essence of the brand, reflecting the friendly and hospitable nature of the Carioca.

The exclusive graphic design offers a combination of excellence and spontaneity, inspiration and unique attention to detail.

Inspired by Rio’s nature, its people and the athletes, the brand of the 2016 Rio Olympic Games evokes unity and inspires a desire to work together, to share our knowledge and talents, to join forces and aspirations for a sustainable way of life that will transform the present and our future. It’s a brand that exudes unity, passion and energy. It's a brand in motion, an invitation and inspiration to Rio and the world.

1.3. ESSENCE

Essence is the soul, the foundation of a brand. It synthesizes the values that guide all of its actions. Always consider the essence of the Rio 2016 Olympic Games brand before taking any decisions in its name.

Passion and Transformation are the Essence of the Rio 2016 Olympic Games brand.

Passion that originates in sports, in the drive, in the desire to overcome. An invitation to unite around a shared goal.

The passionate Carioca soul that extends a welcoming and friendly embrace, a warm and collective gesture that expresses our joy in celebrations.

Passion and transformation of a city and an entire country, fuelled by the renovation of the Olympic spirit, to project Brazil and Rio de Janeiro to the world.

Passion and transformation of our planet and its people, by promoting a more interdependent, conscious and sustainable culture, as an inspiration to the present and a legacy for the future.

1.4. COMMUNICATION PILLARS

The Communication Pillars of a brand are the foundation that outlines the scope of its expression. Any time that the Rio 2016 Olympic Games brand communicates with its target audiences, it will be supported by the four pillars that jointly translate the Passion and Transformation, and synthesize the spirit of the 2016 Olympic Games and our city:

- **HARMONIOUS DIVERSITY**
- **CAPTIVATING ENERGY**
- **EXUBERANT NATURE**
- **OLYMPIC SPIRIT**

Individually, each pillar represents only one aspect of that which the Rio 2016 Olympic Games brand should express when it communicates with its target audiences. Together, they create a solid, comprehensive and unique expression of the brand.

Or rather, the sum of these four Pillars in the brand's communication is essential to ensure it is fully aligned with its essence and translates its personality, strengthening and unifying all expressions.

Each action or expression of the Rio 2016 Olympic Games brand should always contain a well-measured blend of Harmonious Diversity, Captivating Energy, Exuberant Nature and the Olympic Spirit.

1.5. ATTRIBUTES

The Attributes reflect the clear, consistent and continuous image that we want the public to have when they interact with the Rio 2016 Olympic Games brand.

Each Pillar is composed of two defining Attributes.

HARMONIOUS DIVERSITY

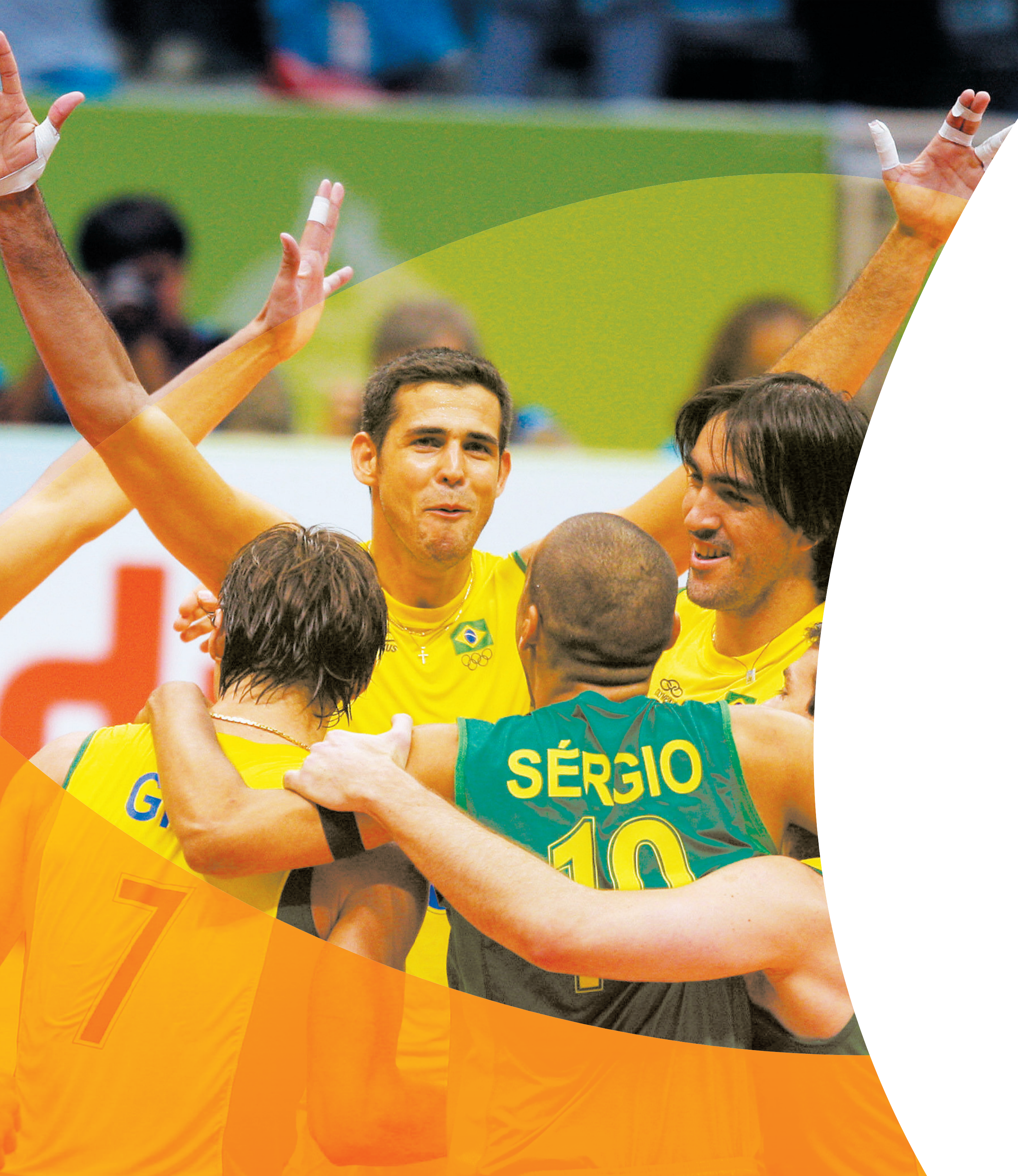
Harmonious Diversity is expressed through **UNITY** and **YOUTHFUL SPIRIT**.

UNITY

Rio 2016 is a brand that believes in diversity - of ideas, of ethnicities, of people and cultures. It knows that true wealth is found in the harmonious blend of different influences and origins. In one single embrace, it extends a warm welcome and celebrates the encounter. It stimulates the commitment and participation of all around a common ideal.

YOUTHFUL SPIRIT

The Rio 2016 Olympic Games brand is driven by light and positive energy. It expresses an easygoing way of life, the captivating spirit of youth, full of energy and enthusiasm that attracts and inspires people of every generation. It is a catalyst for the transformation of the Olympic movement. An invitation to come and participate.



CAPTIVATING ENERGY

Captivating Energy expresses **CELEBRATION** and **OPTIMISM**.

CELEBRATION

Celebrate each conquest. Share friendship. Captivate the world with a unique rhythm, composed of partnership, beauty and creativity.

Rio 2016 is an energetic and expressive brand. It celebrates life with passion and extends a warm friendly welcome, giving the rest of the world a memorable image of Rio de Janeiro and Brazil.

OPTIMISM

Transform the present and the future. Reflect the creative force that fuels our desires and aspirations. Rio 2016 is a milestone. It has a positive and empowering vision of the future that strengthens our self-esteem and allows us to go even further.

EXUBERANT NATURE

Exuberant Nature combines **INSPIRATION** and **SUSTAINABILITY**.

INSPIRATION

The exuberant nature, of Rio and its Cariocas, of its scenery and its people, is reflected in the Rio 2016 Olympic Games brand. It's a mirror of a living scenario, framed by the vibrant nature and human warmth of a city that lives joyfully and likes to share its sky, its ocean, and its happiness.

SUSTAINABILITY

Rio 2016 extracts its shapes and colors from nature's wisdom, discovering its essential elements. It knows that the future consists of the present and, therefore, awakens in each of us a desire to transform. It believes in the power of interdependence between people, ideas and actions. It understands that promoting a more thriving, conscious and sustainable culture is our biggest legacy for our planet and the future.

OLYMPIC SPIRIT

The Olympic Spirit is expressed by **ACHIEVEMENT** and **EXCELLENCE**.

ACHIEVEMENT

Going beyond your limits, overcoming challenges with joy, drive, motivation and energy. The Rio 2016 Olympic Games brand is a living example of transformation through sports. Its energy is contagious, mobilizing people and expanding opportunities and horizons. It promotes and fosters Olympic values — respect, friendship and excellence – in our daily lives.

EXCELLENCE

Rio 2016 is a brand that balances spontaneity and commitment with quality, lightness and attention to detail. It knows that all that is truly unique requires a combination of inspiration and refinement. A creative, yet careful approach, capable of writing an exciting and unique story.

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OLYMPIKUS

1.6. BRANDIRECTION®

A visually strong and conceptually relevant brand, with inspiring Essence, Pillars and Attributes, also requires a tool to manage its expressions.

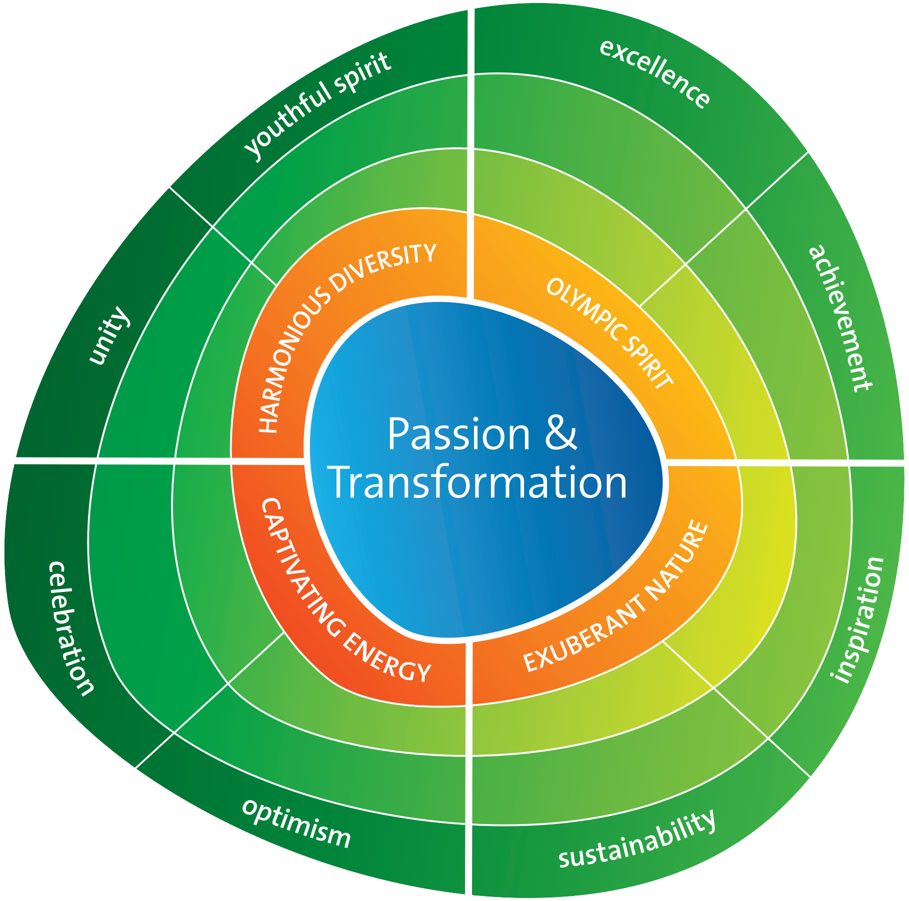
BranDirection® is the tool that will guide those who work with the Rio 2016 Olympic Games brand. A compass that will help direct choices and lead all actions performed in its name.

Its core is the Essence that the Rio 2016 Olympic Games brand must express Passion and Transformation in everything it does. The Essence is framed by four Communication Pillars. Each Pillar is composed of two defining Attributes. Each Attribute has two levels of interpretation.

HOW TO USE BRANDIRECTION®

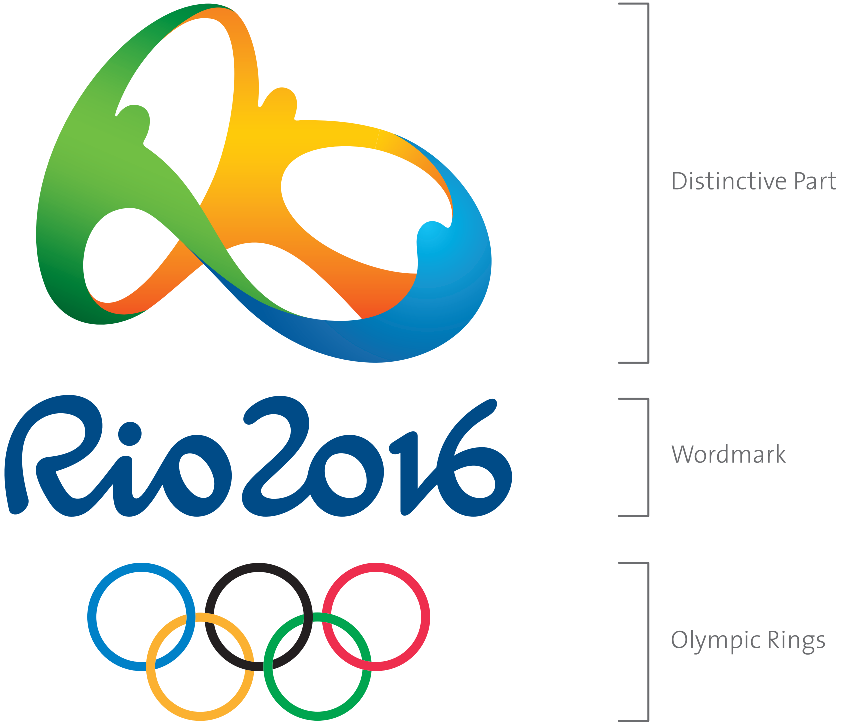
Before developing any communication tool or action, from the simplest to the most strategic, make sure you have BranDirection® at your disposal. Reflect about the four Pillars and the eight Attributes that compose the brand and review the description of each element.

Everything that the Rio 2016 Olympic Games brand does should incorporate its four Pillars. This requires the inclusion of at least one of the levels of a Pillar's Attributes. This way you will ensure that all Pillars are present in the design and communication, combining and balancing the visual and verbal language of the Rio 2016 Olympic Games brand.


Passion & Transformation
HARMONIOUS DIVERSITY
OLYMPIC SPIRIT
CAPTIVATING ENERGY
EXUBERANT NATURE
youthful spirit
excellence
unity
achievement
celebration
inspiration
optimism
sustainability

2

The Rio 2016 Olympic Games Brand



2.1. ELEMENTS OF THE BRAND

The Rio 2016 Olympic Games brand is composed of the following elements:

The Distinctive Part
This is the element that gives the brand its strength and personality, generating recognition and distinction. Its form translates openness and human warmth, synthesizing unity and energy. Its curves give it a dynamic feel that reflect the motion found in sports and in Rio de Janeiro. It also reveals the Sugarloaf, one of the city's best known landmarks.

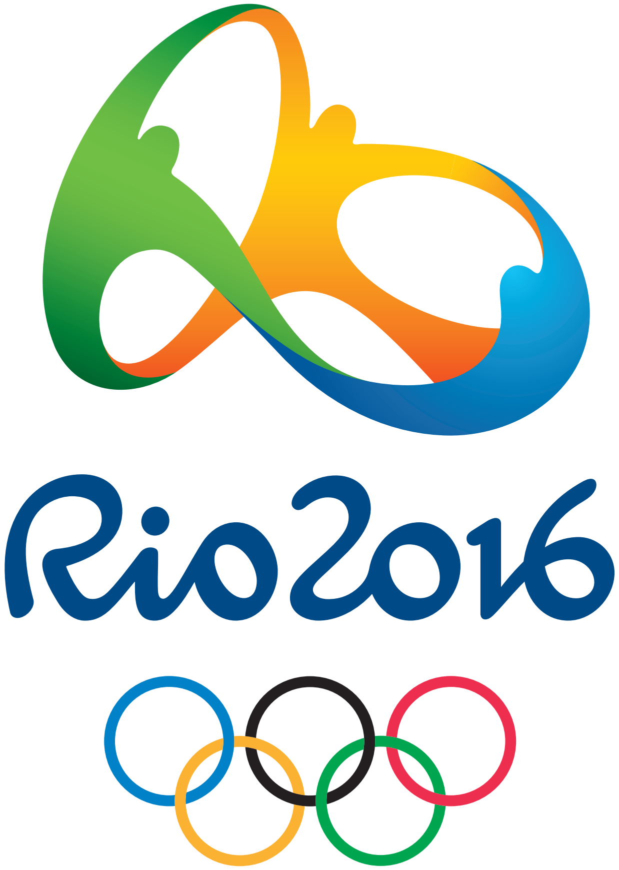
The Wordmark
Its unique and exclusive design is a formal and conceptual mirror of the distinctive part. It defines the brand and gives it the voice we want to share with the world, revealing a happy, easygoing people who are also fully committed to organizing a spectacular event like the Olympic Games.

The Olympic Rings
These represent the unity of the five continents and the gathering of athletes from across the world in the Olympic Games. The Olympic Rings are the property of the International Olympic Committee and may not be used without its expressed authorization.

To ensure the correct communication of these concepts, the elements, colors and proportions of the Rio 2016 Olympic Games brand may not be altered in any way.

It's not permitted to re-design, re-create or change any of the positions, colors or proportions.

Use only official artwork provided by the Marketing Department of the Rio 2016 Organizing Committee for the Olympic Games to ensure the correct application of the brand.



2.2. THE OFFICIAL SIGNATURE

This multicolored signature is the preferred signature for all Rio 2016 communications and should always be applied on a white background.

USE DIGITAL FILE ONLY
Never reconstruct the brand

Official Signature
Rio2016_OS.eps
Rio2016_OS.cdr
Rio2016_OS.jpg

2.3. DISASSOCIATED WORDMARK

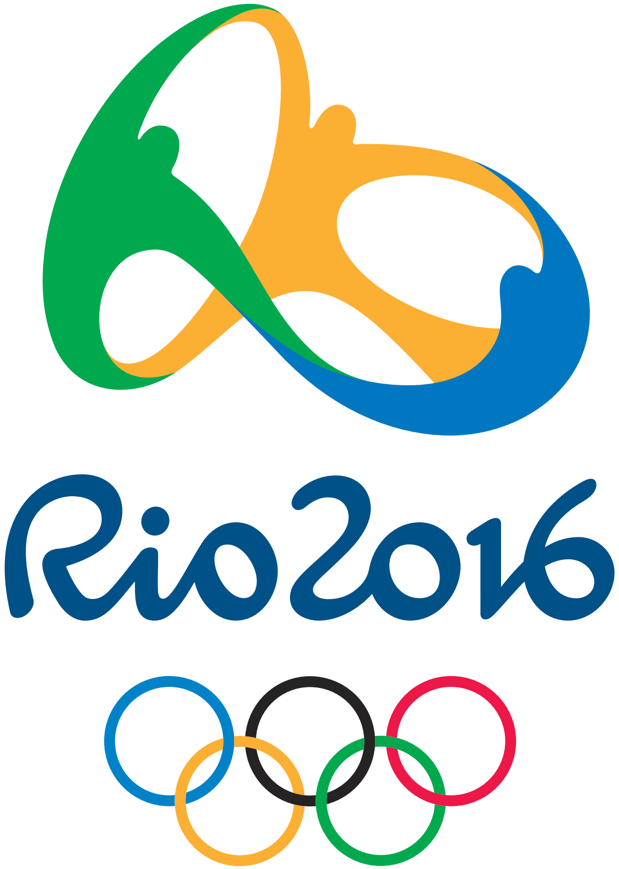
The Disassociated Wordmark should be used in applications on horizontal or vertical formats that don't allow for the use of the Official Signature and should always be applied on a white background.

These applications are of restricted use and must be authorized by the Rio 2016 Organizing Committee for the Olympic Games.

✗ **RESTRICTED USE**

! **USE DIGITAL FILE ONLY**
Never reconstruct the brand

Disassociated Wordmark
Rio2016_DW.eps
Rio2016_DW.cdr



2.4. FLAT VERSION IN COLORS

This version of the Official Rio 2016 Signature, in Pantone® colors, may only be used in case of technical limitations in reproduction, as specified in section 2.11 - Colors of the Rio 2016 Olympic Games brand.

Use of this version is restricted and all applications must be approved by the Rio 2016 Organizing Committee for the Olympic Games.

✕ **RESTRICTED USE**

! **USE DIGITAL FILE ONLY**
Never reconstruct the brand

Official Flat Signature in Colors

Rio2016_OFSC.eps

Rio2016_OFSC.cdr

2.5. MONOCHROMATIC FLAT VERSION

The Monochromatic Flat Version is for exclusive use in materials that have limited color printing.

This version should also be used anytime there is a need to reproduce the brand in other printing processes (hot stamping, embossing, etc.), or in reproductions that use metallic colors (gold, silver or bronze).

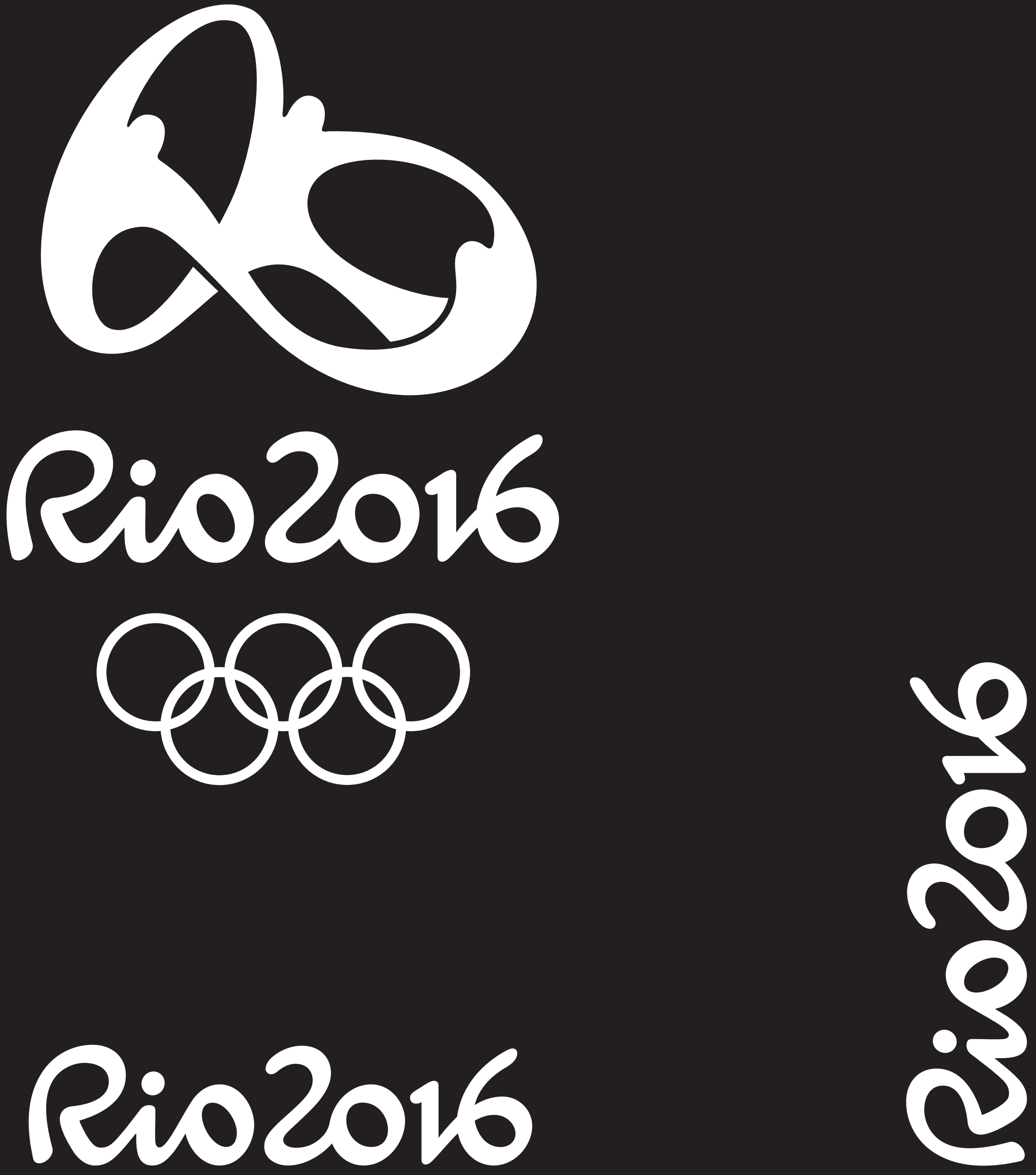
Use of this version is restricted and all applications must be approved by the Rio 2016 Organizing Committee for the Olympic Games.

✕ **RESTRICTED USE**

! **USE DIGITAL FILE ONLY**
Never reconstruct the brand

Official Monochromatic Flat Signature
Rio2016_OMFS.eps
Rio2016_OMFS.cdr
Rio2016_OMFS.jpg

Disassociated Monochromatic Flat Wordmark
Rio2016_DMFW.eps
Rio2016_DMFW.cdr



2.6. INVERTED MONOCHROMATIC FLAT VERSION

The Inverted Monochromatic Flat Version should only be used when the Rio 2016 Olympic Games brand has to be applied on a colored background.

Use of this version is restricted and all applications must be approved by the Rio 2016 Organizing Committee for the Olympic Games.

✕ **RESTRICTED USE.**

! **USE DIGITAL FILE ONLY.**
Never reconstruct the brand.

Official Inverted Monochromatic Flat Signature

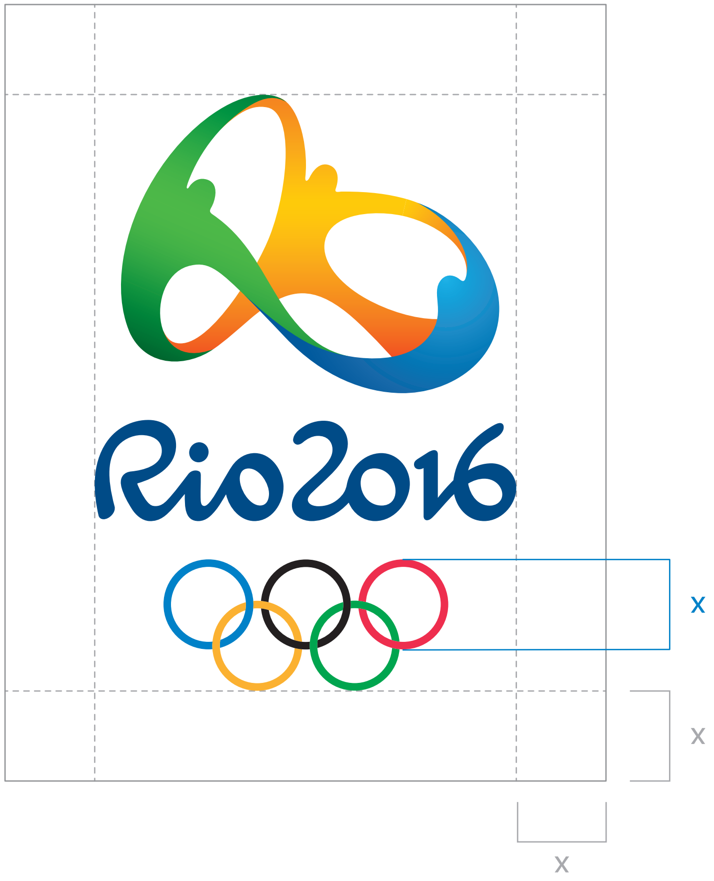
Rio2016_OIMFS.eps

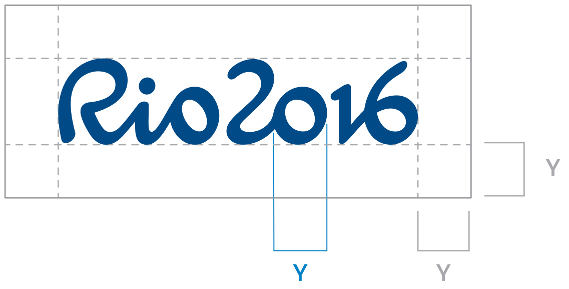
Rio2016_OIMFS.cdr

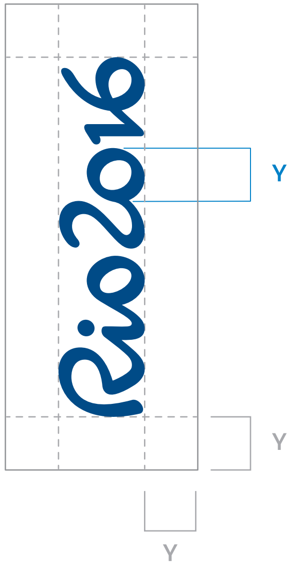
Disassociated Inverted Monochromatic Flat Wordmark

Rio2016_DIMFW.eps

Rio2016_DIMFW.cdr


Rio2016
X
X
X


Rio2016
Y
Y
Y


Rio2016
Y
Y
Y

2.7. PROTECTION AREAS

The protection areas are designed to preserve the brand and prevent interference from other elements, such as titles, texts, images or borders.

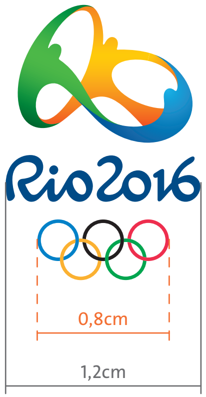
Whenever possible, it's advisable to preserve an even larger protection area around the brand to protect its integrity.

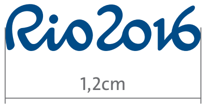
2.8. MAXIMUM REDUCTION

The Rio 2016 Olympic Games brand should always be clearly legible in any reproduction.

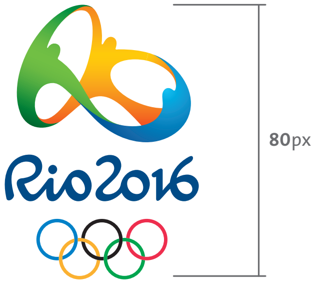
There are different minimum sizes for the use of the Rio 2016 Olympic Games brand on print materials and digital media that should always be respected.

PRINT MATERIALS


Rio2016
0,8cm
1,2cm


Rio2016
1,2cm

DIGITAL MEDIA


Rio2016
80px

✕ **THE DISASSOCIATED WORDMARK MAY NOT BE USED IN DIGITAL MEDIA.**

2.9. OFFICIAL TYPEFACE

The Rio 2016 Official Typeface is the Thesis family. It must be used in all communication resources, except digital ones.

The Thesis family typeface can be purchased at www.fontshop.com

TheSans Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !”§$%&/()=? @ ©®™„“•–—«» ÷†|
TheSans Light Italic	*abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ* *1234567890 !”§$%&/()=? @ ©®™„“•–—«» ÷†|*
TheSans	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !”§$%&/()=? @ ©®™„“•–—«» ÷†|
TheSans Italic	*abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ* *1234567890 !”§$%&/()=? @ ©®™„“•–—«» ÷†|*
TheSans Bold	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **1234567890 !”§$%&/()=? @ ©®™„“•–—«» ÷†|**
TheSans Bold Italic	***abcdefghijklmnopqrstuvwxyz*** ***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***1234567890 !”§$%&/()=? @ ©®™„“•–—«» ÷†|***
TheSans Black	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **1234567890 !”§$%&/()=? @ ©®™„“•–—«» ÷†|**
TheSans Black Italic	***abcdefghijklmnopqrstuvwxyz*** ***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***1234567890 !”§$%&/()=? @ ©®™„“•–—«» ÷†|***

2.10. AUXILIARY TYPEFACE

Open files – created in Microsoft Word® or PowerPoint®, which may be edited by external users – must be created in the Trebuchet Ms font (system font).

Trebuchet Ms is also the font of the Rio 2016 Olympic Games brand in digital resources, such as the website, e-mail texts, etc.

Trebuchet MS Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !”§$%&/()=? @€©®™„“•-–—«»×÷†|

Trebuchet MS Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !”§$%&/()=? @€©®™„“•-–—«»×÷†|

Trebuchet MS Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !”§$%&/()=? @€©®™„“•-–—«»×÷†|

Trebuchet MS Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !”§$%&/()=? @€©®™„“•-–—«»×÷†|

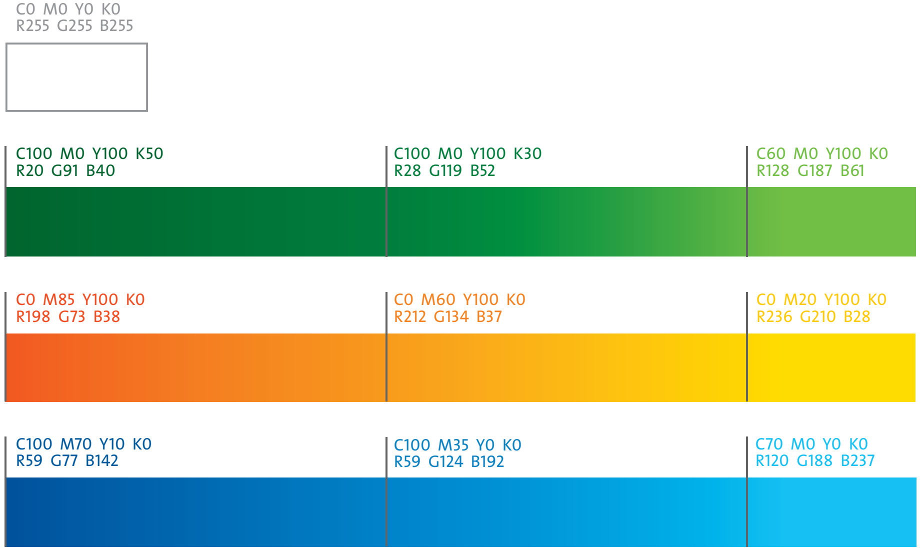
2.11 COLORS OF THE RIO 2016 OLYMPIC GAMES BRAND

These are the colors that form the primary palette of the Rio 2016 Olympic Games brand.

It's important to encourage the use of a white background whenever possible to highlight the brand and guarantee its integrity.

Choose the Rio 2016 Olympic Games brand colors appropriate for the specific type of printing to be used. Please note that the Official Signature, in multicolor, should always be the preferred choice.

DISTINCTIVE PART COLORS FOR MULTICHROMATIC VERSION



C0 M0 Y0 K0
R255 G255 B255

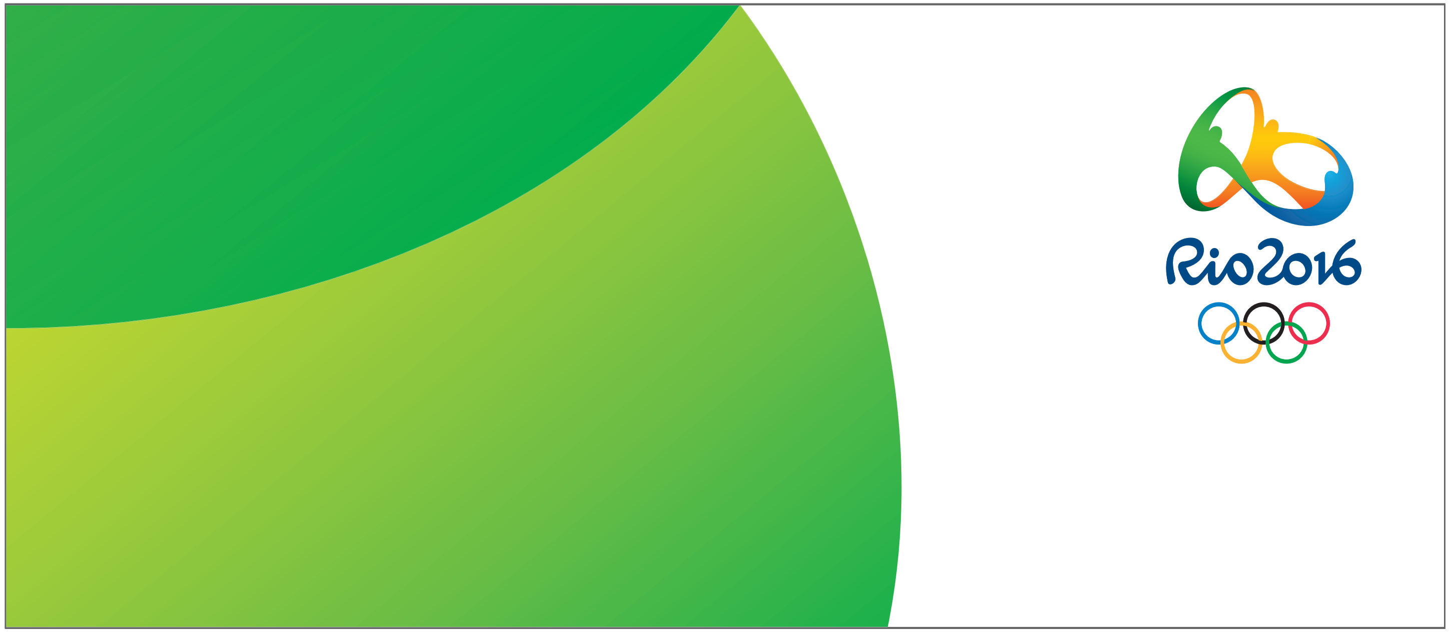
C100 M0 Y100 K50 R20 G91 B40	C100 M0 Y100 K30 R28 G119 B52	C60 M0 Y100 K0 R128 G187 B61
C0 M85 Y100 K0 R198 G73 B38	C0 M60 Y100 K0 R212 G134 B37	C0 M20 Y100 K0 R236 G210 B28
C100 M70 Y10 K0 R59 G77 B142	C100 M35 Y0 K0 R59 G124 B192	C70 M0 Y0 K0 R120 G188 B237

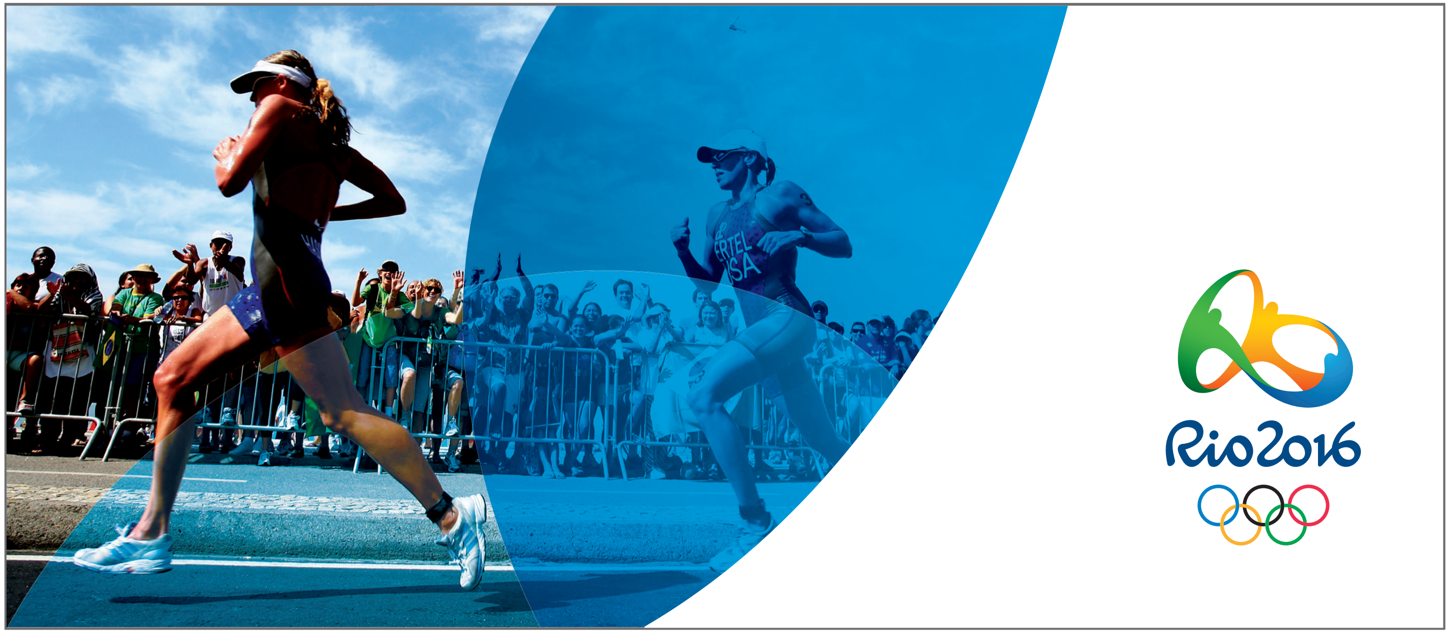
DISTINCTIVE PART COLORS FOR FLAT VERSION

Pantone® 355	Pantone® 137	Pantone® 300	Branco
🟩	🟧	🟦	⬜

COLORS OF WORDMARK AND OLYMPIC RINGS

Pantone® 2955 C100 M60 Y0 K30 R45 G68 B123	Pantone® 3005 C100 M37 Y0 K0 R0 G129 B200	Pantone® 426 C0 M0 Y0 K100 R0 G0 B0	Pantone® 192 C0 M94 Y65 K0 R238 G51 B78	Pantone® 137 C0 M34 Y91 K0 R252 G177 B49	Pantone® 355 C100 M0 Y100 K0 R0 G166 B81
🟦	🟦	⬛	🟥	🟧	🟩
WORDMARK	OLYMPIC RINGS				



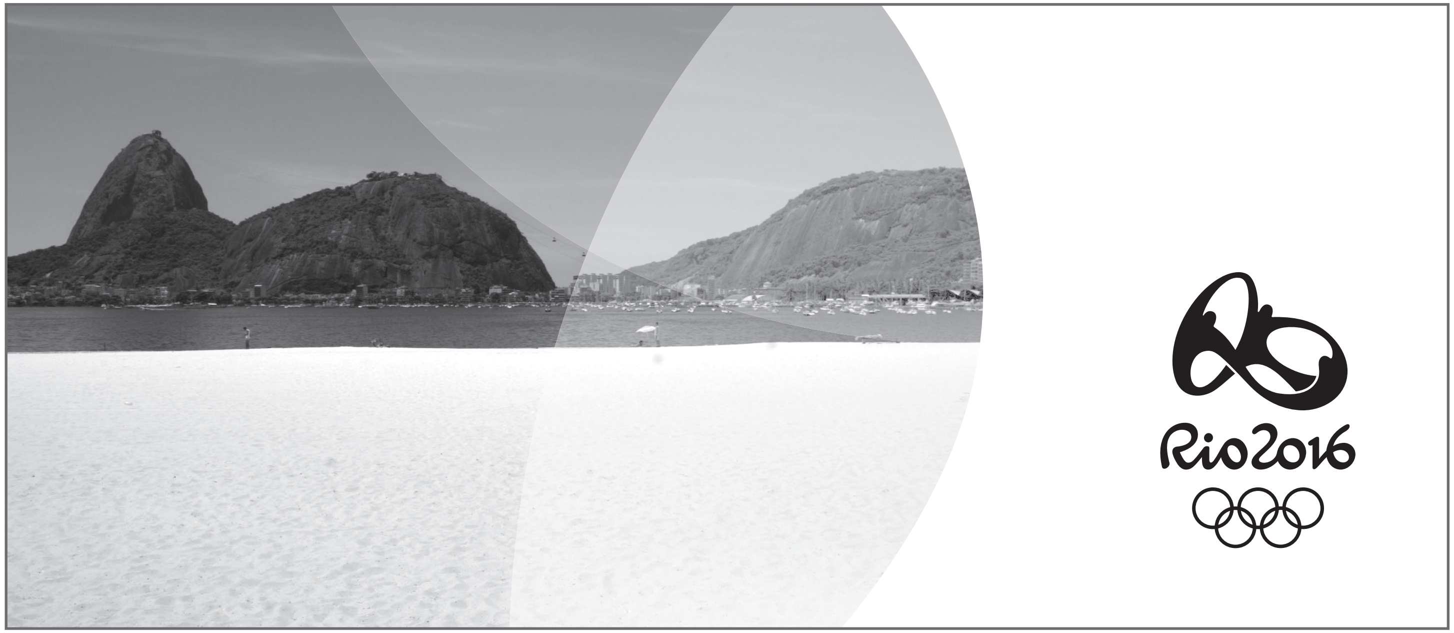


2.12. APPLICATION

The Official Signature of the Rio 2016 Olympic Games brand should always be applied in color on a white background, preferably surrounded by sufficient free space.

In layouts with pictures, the image should be inserted according to the Graphic Standards of the Rio 2016 Olympic Games brand.

For more information, please consult the Look Manual.



The Monochromatic Flat Version may only be used in materials produced with 1 color (black), always on a white background, surrounded by sufficient free space.

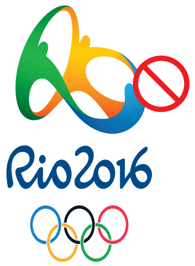
If no other layout is possible, the Inverted Monochromatic Flat Version may be used on a dark background, ensuring proper layout.

2.13. INCORRECT USES

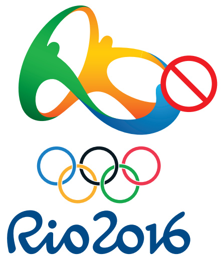
This part of the manual will clarify any questions or concerns about the use of the Rio 2016 Olympic Games brand. The adjoining examples illustrate incorrect uses that should never be applied.

To ensure the integrity of the Rio 2016 Olympic Games brand, always use the camera-ready digital artwork included in this manual.

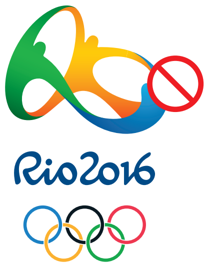
1. **NEVER** distort the brand.
2. **NEVER** change the elements of the brand.
3. **NEVER** modify the proportions between the elements of the brand.
4. **NEVER** incline or rotate the brand.
5. **NEVER** superimpose any elements over the brand.
6. **NEVER** add any elements to the brand.
7. **NEVER** omit any elements of the brand.
8. **NEVER** make any cuts to the brand.
9. **NEVER** disrespect the protection area of the brand.
10. **NEVER** apply the elements of the distinctive part separately.
11. **NEVER** use the brand only with an outline or without colors.
12. **NEVER** use/create any contour area for the brand.



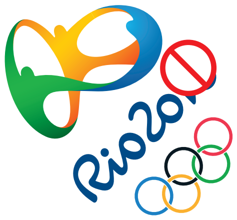
1.



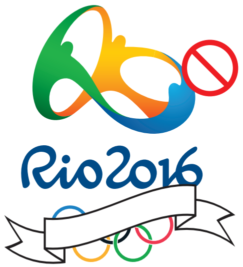
2.



3.



4.



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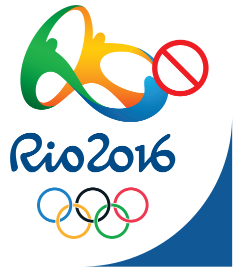

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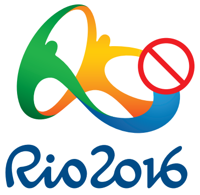

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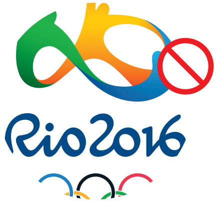

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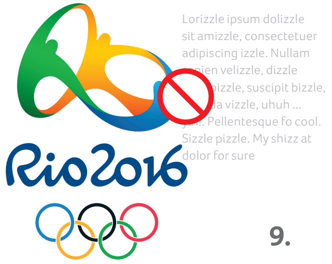
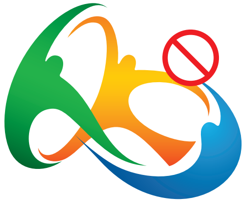

Rio2016
Lorizzle ipsum dolizzle
sit amizzle, consectetuer
adipiscing izzle. Nullam
velizzle, dizzle
pizzle, suscipit bizzle,
da vizzle, uhuh ...
Pellentesque fo cool.
Sizzle pizzle. My shizz at
dolor for sure

9.



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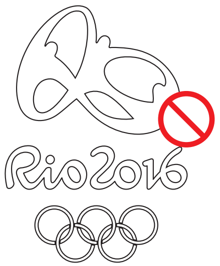

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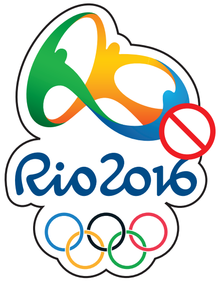
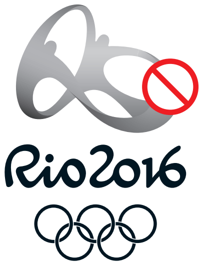


12.

2.13. INCORRECT USES

13. **NEVER** apply the brand in mid-tones.
14. **NEVER** add any slogans or phrases to the brand.
15. **NEVER** create any monochromatic versions of the brand in colors not included in this manual.
16. **NEVER** change the colors of the Olympic Rings.
17. **NEVER** modify the wordmark of the brand.
18. **NEVER** use the brand as a watermark.
19. **NEVER** embed the brand as part of a title or text.
20. **NEVER** apply the brand to photographs.
21. **NEVER** apply the brand directly over the Rio 2016 Graphic Standards.
22. **NEVER** create seals for the brand.
23. **NEVER** create any signatures that differ from those in this manual.



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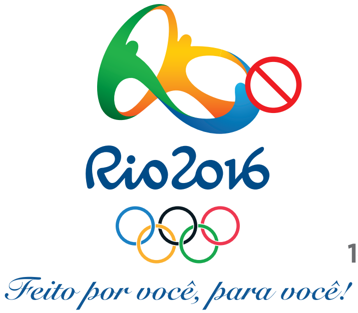
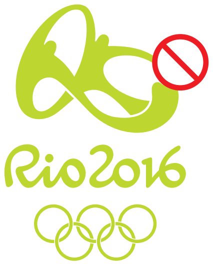

Rio2016
Feito por você, para você!

14.



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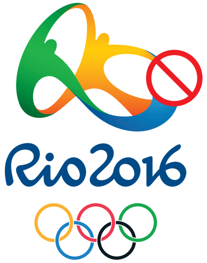

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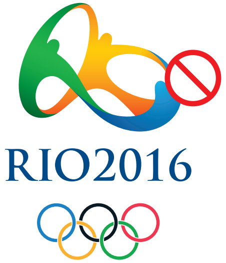

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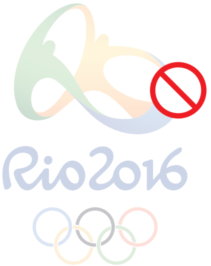

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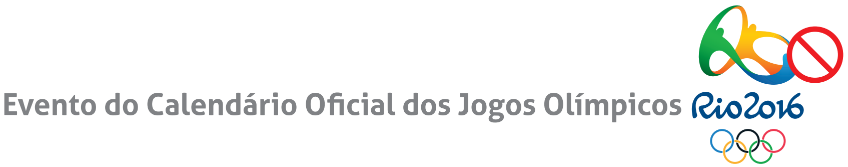
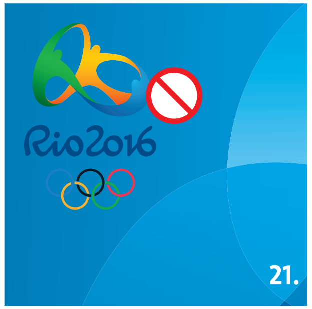

Evento do Calendário Oficial dos Jogos Olímpicos
Rio2016

19.

20.



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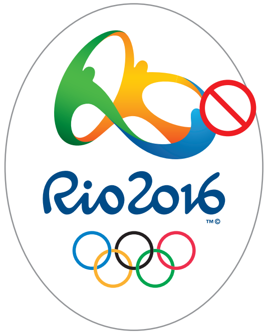

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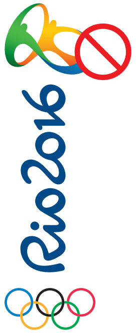

23.

Comitê Organizador dos Jogos Olímpicos Rio 2016
Rio 2016 Organizing Committee for the Olympic Games
Comité d’Organisation des Jeux Olympiques Rio 2016

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